

ABSTRACT

Empirical phenomena found in the research indicate a problem concerning the number of customers has decreased. On the basis of these issues, this study aimed to determine the effect of service quality, competitive price, and the location of the service usage decisions driving course at UKI Semarang.

Data on quality service, competitive price, location, and purchasing decisions obtained through interviews with respondents service users in UKI Semarang driving course using a questionnaire. The questionnaire was answered by 103 respondents who obtained accidental sampling. The data were then analyzed using multiple regression test.

The results of multiple regression testing on the variable quality of service, competitive price, location, and purchasing decisions indicate that the quality of service proved positive and significant effect on the decisions to use the services driving course at UKI Semarang, competitive price proved positive and significant effect on the decisions to use the services driving course at UKI Semarang, and the location proved positive and significant impact on the decision to use the services at UKI Semarang driving course.

Keywords : *Quality service, competitive price, location, purchasing decisions*